

# WORKSHOP ON VACCINE COMMUNICATION

OCTOBER 5-6, 2000  
KEY BRIDGE MARRIOTT  
ARLINGTON, VA

## OVERVIEW

This workshop has been sponsored through the National Vaccine Advisory Committee. The purpose of the workshop is to provide a forum for identifying and discussing more effective approaches to vaccine benefit and risk communication. The objectives are as follows:

1. To identify key issues, forces and trends that are influencing and shaping perceptions about vaccines
2. To determine how to establish meaningful discussions regarding issues of concern
3. To define options for establishing more effective approaches for communicating vaccine benefits and risks.
4. To examine and discuss the effectiveness, purpose, methods, and timing of current vaccine communications.

The target audience is broad, and aims to attract health communication and Education specialists from a variety of arenas. These include:

 Communication & Public Affairs Specialists

 Health Care Providers

 Consumer & Parent Groups

 Immunization Program Directors & Managers

 Health Researchers

 Health Education Specialists

 Vaccine Manufacturers

## PROGRAM COMMITTEE

**Leslie Ball, M.D.**

US Food & Drug Administration

**Shaunette Crawford**

National Vaccine Program Office

**Geoffrey Evans, M.D.**

Health Resources and Services Administration

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**Glen Nowak, PhD**  
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**Patricia Quinlisk, M.D.**  
National Vaccine Advisory Committee

**Marian Sokol, Ph.D.**  
Any Baby Can, Inc.

## GENERAL INFORMATION

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### **Date and Location**

The Workshop on Vaccine Communications will be held October 5 – 6, 2000 at:

**Key Bridge Marriott**  
**1401 Lee Highway**  
**Arlington, VA 22209**  
**(703) 524-6400**

Additional information regarding the workshop can be obtained at the following address:

<http://www.cdc.gov/od/nvpo/calendar.htm>

You may also contact Lena Kombo at (404) 687-6672.

### **Hotel Accommodations**

A limited number of guest rooms have been reserved for conference participants at the Key Bridge Marriott at the following rate (based on single occupancy): \$ 179 (plus applicable state and local tax).

To make a reservation, call the hotel directly at (703) 524-6400 and tell the agent that you are attending the **Workshop on Vaccine Communication** sponsored by the National Vaccine Program Office. To secure the conference rate reservations should be made no later than **September 15, 2000**. After that date, you can book a room on a space- and rate- available basis only.

### **Transportation and Airport Service**

#### **From the Airports:**

Dulles: Take the Dulles Access Road to I-66 East exit. Continue on I-66 toward Washington. Continue approximately 10 miles to Exit 73 (Roslyn/Key Bridge). You are now on Lee Highway. Continue one-half mile on Lee Highway and take a left at the first light (Nash Street). Hotel will be straight ahead.

National: Follow signs to Route 50 W. Take Rt. 50 connector to Rosslyn/Key Bridge exit. At top of exit ramp turn right onto N. Lynn Street. Continue to 5<sup>th</sup> traffic light. Left on Lee Highway. Hotel is visible and on the right.

**OR**

Follow signs for Rt. 1 North (Washington). Follow Rt. 1, staying in the left lane. When road splits, go left on Rt. 110/ The Pentagon will be on your left. Follow Rt. 110 until road splits. Go right to Rt. 66. Stay in right lane and take Exit 73 (Rosslyn/Key Bridge). Hotel is straight ahead on the right.

**Taxi**

National: Taxi service is approximately \$11.00 to the hotel, with a surcharge of \$1.00 per extra person and \$.50 per extra bag.



Bridge Marriott is eight minutes from National Airport and 25 minutes from Washington Dulles International Airport.